

TOURISM OPPORTUNITY PROGRAM GRANT FY2006 Request For Proposals



**DESCRIPTION OF TOP GRANT GUIDELINES
APPLICATION FORM
SELECTION CRITERIA
City of Norfolk
October 24, 2005**

TOURISM OPPORTUNITY PROGRAM (TOPS) EXECUTIVE SUMMARY

This package includes the goals, description, purpose, eligibility criteria, application and rating criteria for the dissemination of funds from the Tourism Opportunity Program (TOPs).

The grants will be awarded to non-profit marketing, cultural and arts groups within the City of Norfolk who demonstrate in their application that the financial assistance will increase the number of new and repeat tourists and visitors to the City, as well as increase spending during their visits. The funds are to be used as “challenge” money to be leveraged with other non-City funds and resources and grant awards will be made based on performance.

In addition, these funds are to be viewed as one time seed funds with the expectation that:

- No ongoing funding will be provided in future years,
- Agencies are expected to secure other, non-City sources of funding to continue successful programs,
- TOPs is designed to create a synergy for new marketing campaigns and promotion of the attractions in the City, without the reliance of on-going City funds.

The evaluation criteria will include these expectations as part of the overall proposal assessment.

The award process schedule is shown below:

- Solicit grant proposals opening October 24, 2005.
- Applications are due back to the City by 5:00 p.m. November 22, 2005. No late applications will be accepted.
- City Administrative staff will review, evaluate, and provide a recommendation on all proposals to the City Manager in early December of 2005.
- The City Manager will present her recommendations to the Public Amenities Committee and City Council by mid-December, 2005.

TOURISM OPPORTUNITY PROGRAM (TOPS) OVERVIEW

Program Background

The approved FY2006 Operating Budget includes \$600,000 for grants to non-profit marketing, cultural and arts groups within the City of Norfolk to increase tourism and visitors to the City. The funds are to be used as “challenge” money to be leveraged with other non-City funds and resources. These grants are performance based and concentrate funds with organizations that will bring increased visitors and tourists to Norfolk. The funds for this grant program are a portion of the City’s lodging and prepared food taxes.

Program Goals and Objectives

The overall goal of this grant program is to increase the number of new and repeat tourist and visitors to the City, as well as the increased spending during their visits. Additionally, the grant program shall promote overall economic development by enhancing the City’s visibility outside of the region as a place to “live, work and play.”

TOPs is designed to create a synergy for new marketing campaigns and promoting of the City, without the reliance of on-going City funds. Specific objectives and anticipated outcomes of the grant program include, but are not limited to:

- Create an incentive for new marketing and promotional activities.
- Leverage City funds with private funds and other outside resources.
- Create new visitor, convention, filming, and tourism opportunities.
- Create an incentive for new partnerships between non-profit marketing, cultural and arts groups.
- Increase international and ethnic activities.
- Provide funds for innovative demonstration (experimental marketing initiatives).
- Enhance comprehensive branding of the City’s desired image.
- Increase the inventory of promotional materials (printed, video, audio, through Internet, etc.).

The FY2005 TOPs grant process will focus funding applications in four programmatic areas:

- 1) Particular emphasis on Jamestown 2007, performing art venues, and cruise industry support;**
- 2) Norfolk destination promotions rather than specific events;**
- 3) Development of materials and programs that promote the City's cultural diversity; and,**
- 4) Coordination of initiatives and the development of performance measures that determine the economic benefit of the overall effort.**

However, all proposals will be accepted and evaluated.

APPLICATION - PROCESS AND SUBMISSION REQUIREMENTS

Grant Program Process

- Solicit grant applications with an opening of October 24, 2005.
- **Applications are due back to the City by 5:00 p.m. November 22, 2005.** No late applications will be accepted. The agency must submit three copies of the application.
- City Administrative staff will review, evaluate and provide a recommendation on all proposals to the City Manager in early December of 2005.
- The City Manager will present her recommendations to the Public Amenities Committee and to City Council by mid-December of 2005.
- City Council will approve up to \$600,000 in grants.
- The City will enter into contract-for-service agreements with each grant recipient.

The Grant Application is available in Microsoft Word on-line at www.norfolk.gov. The applicant may expand any of the application sections or add additional pages as necessary.

Grant Guidelines

Eligibility

- ❑ An organization must submit a proposal that funds an initiative designed to increase the number of tourists and visitors to the City and achieve other grant program objectives.
- ❑ Proposals that represent collaboration and partnerships involving more than one organization are encouraged. Such collaboration and partnerships for example may be public-private or multi-jurisdictional (i.e. with the State or other cities).
- ❑ The lead organization applying for the grant must have an IRS designation of 501 (may be c3, c6 etc.).
- ❑ The grant funds must be used for new initiatives and may not be used for reoccurring expenses.
- ❑ The use of the funds for capital outlay (equipment, technology computers, etc.) must be limited to no more than 30%, unless it is demonstrated that the capital outlay is the foundation of the initiative, such as related to

website development, or the establishment of other collateral materials (printed, video, so forth). Remaining funds may be used for supplies, services, software, production and printing costs, so forth.

- ❑ Grants may not be used for the purchase, leasing, repair or upgrade of buildings, vehicles or other such infrastructure.
- ❑ The grant must demonstrate a minimum leverage of 1 to 1 with other funds and resources. Other City funds may not be counted in the leverage.
- ❑ No organization may receive more than a \$50,000 award, except the Norfolk Convention & Visitors Bureau (NCVB). In the case of NCVB, funds up to a total of \$200,000 may be considered, provided it includes funding more than one initiative and meets all other criteria specified.

Grant Application Requirements

- ❑ Grant applications must state the targeted market and indicate the reason for targeting such market. Such markets should include a substantial increase to an existing market or a new market.
- ❑ Applications should demonstrate through verified market data the need and reasonable feasibility for the success of the initiative.
- ❑ The grant application shall be required to include a cost-benefit analysis and suggested performance measurements.
- ❑ The grant application shall provide a timeline that demonstrates the objectives may be achieved within one year and are sustainable after the grant.
- ❑ The grant may not be used for reoccurring costs. The application shall indicate a funding source for reoccurring cost associated with the initiative and a commitment to continue the effort after the grant funding ends.
- ❑ The use of in-kind resources must identify the monetary value, i.e. public service announcements, billboard ads, private company CEO time, etc.
- ❑ **All questions on the application must be fully answered on the form.**

TOPs GRANT APPLICATION

Organization Requesting Funding	
Address	
Contact Person	
Title of Contact Person	
Phone Number	(757)
Email Address	

Applicant is a:

☐ **Destination Marketing Organization**
☐ **Not-for-Profit Registered to do Business in Virginia**
☐ **For-Profit Registered to do Business in Virginia**
☐ **Other** _____

Feel free to expand any section or add additional pages as needed.

Program Title and Description:

(Describe the project to be funded. The description should describe how the program would generate and sustain an increase in the number of visitors to the area, program and tax revenues generated and overall economic benefit to the City. In your description, include an implementation plan with a timeline. Discuss your record of meeting project goals and timelines for other projects.)

Describe the market data utilized to verify the need and the methodology used to determine a reasonable feasibility for success. (The Proposal should define the target markets and indicate the research used in deciding to create and implement the project. Target markets should be clearly defined by regions, cities and states, etc. Also, provide demographic profiles of the targeted audience.)

Collaboration with other Organizations:

(If the project is a collaborative effort, list the other agencies involved and the role and financial contribution of each. List the partners here and attach letters of support.)

Program Sustainability:

(Indicate how the program will continue in future years. How will your organization financially support the program? After the grant ends, indicate your commitment to continue the effort.)

Performance Measures/Outcomes:

(Provide a detailed description of how the program will be evaluated and determined to be a success. Measurements should be linked directly to consumer/visitor spending and number of visitor/participants wherever and whenever possible, ie. Gross sales vs. net expenses, attendance, taxes generated. Clearly indicate how funding of this program will result in additional visitation, expenditures and overnight stays in the City of Norfolk.

TO BE COMPLETED BY APPLICANTS WHO RECEIVED FY05 FUNDING.

Completion date of your FY05 award:

Short description of the FY05 program funded:

Describe the outcomes realized from the FY05 award:

Cost Benefit Analysis:

This analysis determines whether a project's benefits are greater than its costs. Be sure to include a cost for non-tangible community benefits. Describe the methodology used to convert the community benefit to a dollar amount.

Benefits		Costs	
Description	Dollar Amount	Description	Dollar Amount
Total Benefit		Total Cost	
<div> <div>Total Benefit</div> <div>\$</div> </div> <div> <div>Total Cost</div> <div>\$</div> </div> <div> <div>Total Net Benefit</div> <div>\$</div> </div>			

TOPs PROGRAM BUDGET

This schedule must be completed for the TOPs Program:

(Complete the budget in full detailing the proposed project cost. Include dollars for the type of account to be charged, the amount of the RFP request, and the leverage and in-kind match dollars. Finally, total the program costs. Examples of costs that may not be eligible for funding include: rent, phone, personnel and payroll, any ongoing admin expenses, etc.)

Cost Account	TOPs Request	Leveraged Funds	In-Kind Match	ToTal Program
	\$	\$	\$	\$
Total				

Leveraged and In-Kind Match Funds

(In-kind match will not be used to calculate the ratio of funds leveraged. The total in this chart must match the total in Leveraged Funds shown in the table above.)

Source/Description	Amount
	\$
	\$
	\$
	\$
Total	\$

Leverage Ratio:	
------------------------	--

Use this space to discuss any subcontracts or costs that may need further clarification. Also, indicate a funding source for reoccurring costs associated with this initiative.

APPLICATION EVALUATION FORM

Evaluation Process

City Administrative staff will rank the applications based on a point scale. The rating points are based on a scale from 1 to 10, with 10 as the high. The maximum number of points a RFP can receive is 100. The ratings and numeric scores are shown below:

Poor		Fair		Average		Good		Excellent	
1	2	3	4	5	6	7	8	9	10

Criteria.

Jamestown 2007 (10 Points)

Points will be awarded for quality proposals that focus on Jamestown 2007 events.

Project Title and Description. (10 Points)

This criteria rates how well the project meets the goals and objectives as set by City Council.

- The goals and objectives are clear and concise and generate significant tourism value.
- The agency demonstrates the fiscal and organizational capacity to implement the project.
- The project brings a new segment of visitors, conventions, films and tourists not previously scheduled to the City.
- The project implementation steps are clear and the timeline is attainable.
- Demonstrated record of applicant to meet project goals and timelines.
- There a clear assignment of project responsibilities.

Market Data and Methodology. (10 Points)

This criteria rates how well the market data supports the need for the project and how successful the projected outcomes may be.

- The markets of visitor origin and visitor demographics are clearly defined and identified to maximize program benefits.
- The research clearly supports the rationale for the project.
- Marketing areas include publications with a reasonable shelf life, are tied to repeat visitors and exhibit ways to attract patrons to the arts.

Collaboration with Other Organizations: (10 Points)

This criteria rates the collaborative efforts on the agency.

- The organization has brought partners to the project.
- The organization has brought partners with financial backing to the project.
- Letters of project and financial support from the partners are included in the proposal.

Leveraged and In-Kind Match. (10 Points)

This criteria rates how successful the organization is in bringing additional financial resources to the project. Projects that bring in a 1 to 1 ratio receive a 5 rating and better ratios are scored higher.

- The organization meets the 1 to 1 ratio.
- The organization exceeds the 1 to 1 ratio.

Program Sustainability. (10 Points)

This criteria measures the potential for sustainability in future years.

- Evidence/commitment is present that the project will continue in the future without City funds.
- Agency shows substitute funding from other sources to continue the program.
- The marketing materials developed with the funds can be duplicated for use in marketing campaigns in future years.

Performance Measures/Results. (10 Points)

This criteria measures the increase in new visitors, conventions, etc., new partnerships, new funding sources, and income and tax dollars generated.

- The proposed performance measures clearly assess the project's effectiveness.
- The measures include indicators to capture the increase in visitors, conventions, new partnerships, and new revenues in tax dollars generated by the project.

Cost Benefit Analysis. (10 Points)

This criteria rates the cost/benefit analysis should depict in dollars whether the project's benefits are greater than its costs.

- The analysis includes all costs of the project.
- The analysis includes all benefits (both monetary and social) of the project.
- The evaluation results in a net benefit.

Budget. (10 Points)

This criteria rates the quality and content of the project budget.

- The budget presented is realistic and the expenses are reasonable.

Overall Creativity and Innovation Rating . (10 Points)

This criteria will be based on a point scale of 1 to 10 and points will be awarded based on creativity exemplified in the proposal.

- The proposal funds a creative, new marketing or promotional activity.
- The proposal funds a innovate approach to meet the objectives of the program.